

# SITE4Society

Science, Innovation, Technology & Entrepreneurship for Societal Welfare

February 9, 2018, Conference Room UNU-MERIT Boschstraat 24 6211 AX Maastricht, 10.30-16.30

Registration form for participation <http://sdrlab.merit.unu.edu/site4society/> see bottom of page

Conversations between people who are changing the world  
and academics who are doing research about change

## Meet the Entrepreneurs and Intrapreneurs of Maastricht who are contributing to the SDGs



Governments worldwide have adopted the Sustainable Development Goals (SDGs) and are committed to attain them by 2030. Moreover they recognize that they cannot mobilize the necessary resources and capabilities for this purpose alone. Hence, they have called for cooperation from all societal stakeholders to assume responsibility and strive to contribute to the SDGs. This is leading to a new phenomenon whereby different kinds of non-governmental economic actors ranging from civil society, social enterprises, start-ups, firms and multinationals are aligning their strategies and reporting against the same objectives. In this regard, in the second SITE4Society workshop, we will explore what is happening in Maastricht.

The objective is to gain a better understanding about answers to the following questions:

- What kinds of efforts are being mobilized by organizations in Maastricht towards the SDGs?
- Which of the SDGs are attracting major efforts?
- Which are underserved?
- Why?
- How is the established institutional eco-system driving, helping or obstructing impact?
- How can we contribute to their performance through our research?

Six entrepreneurs /intrapreneurs will present the work of their social or business enterprise while giving their perspectives on the following:

1. What does your organization do?
2. Which of the SDGs does it make a contribution to? How?
3. Is SDG impact the primary focus of your operations or is it deemed a positive output that occurs in addition?
4. How do you ensure maximum SDG impact?
5. How does the nature of the organization (say its business model or sector of operations) affect the nature of its SDG impact?
6. How do you ensure that the SDG impact benefits your organization's operations and performance - in turn?
7. How is the established institutional eco-system of Maastricht or the Netherlands, driving, helping or obstructing impact?
8. How can the academic community contribute to your impact through our research?
9. Do you think the SDGs are feasible as a set of goals to attain globally by 2030?
10. From your experience what do you see as the challenges?

#### Tentative Program

- Session 1 – 10.00-10.30 – Welcome, Introduction to the SDGs and the challenges of their attainment, European Grand Challenges, Some examples of how SDGs are being addressed in Maastricht by Shyama V. Ramani and Serdar Turkeli of UNU-MERIT.

**Each speaker has 20 minutes to speak and this will be followed by 10 minutes of questions and answers with the audience**

#### Session 2

- 10.30-11.00 –Irina Burlacu, Program Coordinator at Brightlands Innovation Factory
- 11.00 – 11.30 – Special Guest from the last SITE4Society lecture – to explain the evolution of his project - Burak Can, Co-founder of Sustainably

#### Tea/Coffee Break

#### Session 3

- 11.45-12.15 : Willemijn Brouwer, Sustainability Engagement Officer - RoyalDSM
- 12.15 – 12.45 : Kaiser Chaudhary, Founder of GreenIndusTree, GoodGoodVentures, and Power One for One

#### Lunch Break

#### Session 4

- 14.10 – Introduction to afternoon sessions
- 14.15 – 14.45 Anne from LOCOtuinen
- 14.45-15.15 Diëne Hoofs, Co-owner of Bandito Espresso

#### Tea/Coffee Break

- 15.15 – 15.45 – Maastricht University and the SDGs by Jérôme Scheren, MPP Student
- 15.45 – 16.30– General Discussion with audience. If you have an idea on any of the SDGs – this will be your moment to speak up!

#### Vote of thanks

**We hope to see you there on February 9 in the conference room at UNU-MERIT to make this event a successful learning experience!** Organization Committee: UNU-MERIT in partnership with the CSR+ Lab and The Green Office.

### Speakers at the 2<sup>nd</sup> – SITE4Society Workshop



**Irina** is a researcher and social entrepreneur, who transcended from academia into business. Preoccupied with increasing the visibility of researchers' efforts by the wider public and infatuated in the startup scenery, Irina is currently the Program Manager at the Brightlands Innovation Factory - a home base for startups.

Her message: "Solid partnerships for sustainability and the startup life-cycle approach we have at the Innovation Factory is a practice worth sharing."

**Burak Can**, Co-founder of Sustainably. Sustainably brings IoT solutions to work, home, and play environments. Our focus is to develop IoT solutions to make our world more sustainable. We try to build a holistic approach in our design.

We make our own IoT devices using biodegradable materials with 3D Printing Technology and combine these with solutions such as smart plants and other natural objects.



**Willemijn Brouwer** is the Sustainability Engagement Officer at RoyalDSM. With a background in International Relations and a specialization in public-private partnerships, the SDGs play an important role in Willemijns career. Previously, she worked at the UN Global Compact private sector platform and as a consultant for social enterprises, before she joined the Corporate Sustainability department of RoyalDSM in early 2017. Willemijn will explain how this Dutch multinational has adopted 5 SDGs that shape the sustainability agenda of the company. Moreover, she gives the recipe of a successful cross-sector partnership.

**Kaiser Chaudhary** founded GoodGoodVentures in 2017, where his activities for clean energy, clean water and environmental education are merged. After his studies of law, Kaiser first supported his brother Asem Chaudhary to establish the Düsseldorf based fashion brand tigha. In 2013 he founded GreenIndusTree In 2017 Power One for One was founded, as independent power producer to spread the Energiewende globally. Besides, he is lecturing at the Technical University Of Cologne and is coaching students at the Maastricht University on sustainable entrepreneurship. Kaiser graduated in 2015 with a Phd in Law from the University of Maastricht.



Locotuinen Maastricht is a cooperative urban garden where members can harvest their vegetables 9 months a year. Freek, our farmer, works in the garden and grows everything we like to eat...

With this initiative we try to decrease our ecological footprint, eat healthy food and raise the awareness about our environment.

I am **Anne**, the house photographer and communication worker for Locotuinen. I have 2 daughters who like to join me at the field. In my daily life I am a Photographer.

Bandito Espresso is an organic vegetarian espresso bar with 2 locations within the Maastricht University. Bandito has its roots in the squatting movement and made the transition to the 'real economy' in



2010. Since then we've been welcomed at two UM faculties (FASOS & FPN). Here we combine our passion for good food and even coffee with our wish to show that good quality sustainable UM catering is possible. **Diënné Hoofs** is one of the 4 owners of Bandito Espresso and also an alumni of the UM (master of Dutch Law, FdR).



**Jérôme Scheren** is one of our very own students of the MPP Programme at UNU-MERIT. In his words, “I am interested in how Universities can use Innovation, Science and Technology to help contribute to the SDGs. In my presentation, I will talk about the Triple Helix model in which innovation takes place within Maastricht University and to what extent these innovations help reach the SDGs.”